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Jacksonville





A City with a Sky Line
and a Water Front and
the Spirit that Does Things



FBI

J. Edgar

h. o. b.

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The Most Important Port on the South Atlantic Coast

WHETHER "Gateway" to or "Metropolis" of Florida shall be finally adopted as a name distinctively descriptive of Jacksonville, which is fully entitled to either or both, is no longer a matter of concern, for before and above all else is the fact of most importance, now firmly fixed in the minds of observant men, that this wonder city is to be and is the natural and permanent center of the financial, commercial and industrial forces engaged in the marvelous development of the great peninsular empire that thrusts itself so boldly and so deeply into the heart of the tropic seas.

Florida, so old in romance and chronicle, and yet so young in the swirl of trade and industry, embracing within her confines almost limitless possibilities of productiveness and commerce, has lured for centuries those in search of health and recreation, but now the eyes of Nations are turned upon her with astonished gaze as they hear her ringing challenge for rightful place in the business world. Calmly she points to her tremendous resources and confidently she enters the lists in friendly rivalry for her proper share of material favors.

And Jacksonville, tried and purified and strengthened by the disasters of war, pestilence and fire, already reaping the benefits of remarkable growth, and inspired by the certainty of future greatness, has laid hold of the responsibilities of leadership that come of her commanding position and is blazing the path of progress with persistence and success.



Federal Building.

The traveler who comes to Florida seeking the physical and mental stimulation of the most delightful and healthful climate in the world, the finest ocean beaches, the most beautiful lakes and rivers, the most entrancing scenery, finds them here as of old, undiminished, even accentuated by vast improvements made for his comfort. But when he stops in Jacksonville, as he must of necessity do, he is confronted with a man-wrought miracle in brick and stone, steel and concrete, as remarkable in its way as the prodigal and benevolent works of Nature which have been famed all over the earth for centuries.

He finds here, near the mouth of the St. Johns River, an important seaport, with one of the most magnificent deep water harbors in the world, with 7 1-4 miles of water front lined with great docks and terminals and warehouses, from which the products of Florida and the South are scattered by steam and sailing ships to the North, to gulf ports, to Europe, the West Indies, Central America, South America, everywhere on the globe that a demand may exist. He finds five great railroad systems from the North, the South, the West, the Northwest, controlling 16,000 miles of track, bringing and forwarding millions of tons of freight each year. He finds a sky line of tall buildings that makes him wonder, as he rubs his eyes, whether he really left New York or Chicago night before last. He finds a city of 85,000 energetic, prosperous and happy people, a city pulsing and throbbing with the activities of finance, building, manufactures and commerce, with broad, well-



Among The Tall Ones.

paved streets, brilliantly lighted, with great department stores and beautiful and costly residences, splendid churches, schools, hospitals, fireproof hotels, powerful and prosperous banking institutions, a community provided with every necessity, convenience and luxury of modern life and every advantage of education, culture and social uplift.

Then, when it is remembered that practically all this has come about in little more than a decade, the full significance of what is going on in Jacksonville is realized. On May 3, 1901, the principal part of the city was practically wiped out by fire, with the exception of some property along the water front. Eighty blocks, covering an area of 650 acres, were burned over, 2,600 buildings were destroyed, with a property loss of \$15,000,000. It is true that prior to that calamity Jacksonville had been for generations a place of importance in the South, with a long and intensely interesting history. The story might go back to the dark days of civil strife and the still harder years which followed; back to the month of June, 1822, when the town was laid out and named in honor of one of the greatest American patriots, or to 1816, when the first house of the present city was built by Lewis Hogan; still further back to January, 1791, when Robert Pritchard made the first settlement on the site under a grant from Governor Queseda; even centuries back of that, when bold spirits from across the seas were exploring and searching and fighting over this beautiful land of Flowers. But all



Court House.

that has been fully and eloquently told in the History of Early Jacksonville, published by the Board of Trade, and it properly may be said that the history of Jacksonville of Today began on the day following the great fire of 1901, when the people looked upon the charred and blackened debris of their beloved city and bravely and uncomplainingly took up the task of building it again. Now each succeeding year supplies a volume of history of its own more remarkable and more interesting than the last.

FLORIDA and Jacksonville have suffered to some extent in recent years as a result of lurid and exaggerated exploitation by unscrupulous and uninformed speculators and promoters in the North, but taking hold of the situation vigorously and honestly, the people of the state have succeeded in correcting false impressions and modestly point to the hard, cold facts contained in official figures of resources and development, content with the wonderful record which they show.

In 1900 Florida's population of 528,542 had made a gain of 35 per cent. for the preceding decade; in 1910 the state contained 752,619 people, and the rate of gain for that decade had increased to 42.4 per cent., the largest of any Southern state except Oklahoma. This rate of gain applied to the figures for 1910 indicates that the state, at the beginning of 1913, has a population of approximately 850,000.



Jacksonville's "Wall Street" District.

Its land area of 54,861 square miles; its coast line of 1,200 miles, the longest of any state in the Union; its 1,500 miles of navigable streams, opening up vast stretches of its interior to water transportation; its railroad mileage that now exceeds 5,000 miles, and which exhibited a gain of 45 per cent. between the years 1900 and 1910—these conditions prove that in population Florida has as yet hardly begun to grow and that the stage is set by Nature and by human capital for a still more amazing increase in the next ten years.

In 1900 the assessed valuation of property in Florida was \$96,686,000, in 1911 it was \$198,000,000, a gain of 104.8 per cent.; in 1900 the value of farm lands and improvements was \$40,799,838 and in 1910 it was \$117,623,000, increasing nearly three-fold in the decade; in 1899 the value of what are known as “twelve leading crops” was \$6,667,000 and in 1910 it was \$15,104,000, a gain of 126 per cent.; the deposits of state, savings and private banking institutions increased from \$3,714,831 in 1900 to \$24,180,049 in 1911 and of national banks from \$6,435,441 in 1900 to \$29,907,071 in 1911.

The citrus crop for the season of 1899-00 was 974,000 boxes, in 1909-10 it was 6,100,000 boxes and in 1912-13 it will exceed 7,000,000 boxes; the lumber cut was 247,627,000 feet in 1880, 411,436,000 in 1890, 788,905,000 in 1900, 992,091,000 in 1910, and the wonderful timber resources are scarcely touched.

The value of the mineral output in 1880 was \$1,500, in 1910 it was \$9,284,705.



Public Library

In 1887 phosphates were discovered in Florida and since 1894 the state has held first place in the production of phosphate rock, producing over 60 per cent. of the product used in the world. Competent authority states that "fully two-thirds of the fertilizer business of the United States can be supplied from Florida sources, at lower freight rates than from any other point."

The record of increase in manufactories from 1899 to 1909 also shows remarkable advance, and discloses that factory possibilities are as great as those of agriculture. In the period named the number of establishments increased 69 per cent., the number of wage-earners employed 65 per cent., the amount of capital invested 154 per cent., the value of products 113 per cent. When the last U. S. census was taken 2,159 factories were employing 57,473 wage-earners, with capital of \$65,291,000 invested and an annual product of \$72,890,000.

Florida's fisheries show an increase from 1880 to 1908, in number of persons employed, from 2,480 to 9,212; in capital invested \$406,117 to \$2,415,000; in value of products \$643,227 to \$3,389,000. In this industry she is larger in capital and products than any Southern state except Virginia and made the largest increase of any during the period named.

In naval stores, of the 555,000 casks of turpentine, valued at \$17,680,000, produced by the South in 1910, Florida contributed 298,000 casks; of 1,906,000 barrels of rosin, valued at \$18,255,000, produced by the South in the same year, Florida contributed 1,018,000 barrels.



Heard Building—Looking South on Hogan Street.

These figures cover but a trifle of the great resources of the state, and its development in recent years, but they are an index to the still greater things which may be expected in the immediate future, and in preparation for which millions are being expended by wise and far-seeing local capitalists and investors in the great financial centers and in every section of the country.

DUVAL County, of which Jacksonville is the seat of government, was formed in 1882 and named in honor of Florida's second governor. It has an area of 822 square miles, the land ranging from flat to gently rolling, and its climate is practically sub-tropical. The county holds excellent opportunities for the development of trucking and kindred industries and has much suitable land at reasonable prices. The natural conditions of climate and soil, and an abundant supply of artesian water for irrigation, point to large development in this direction as the demands of the city increase.

The population of the county increased from 26,800 in 1890 to 39,733 in 1900 and 75,163 in 1910, the rate of growth for the last decade being 89 per cent. In the same period the volume of public business, as indicated by the county records increased approximately 300 per cent. The estimated population for 1913 closely approaches 100,000.

Fully abreast of the modern ideas of progress, the county has more than 60



Railroad Bridge Across St. Johns.

miles of splendid paved roads, one magnificent boulevard of brick and cement, opened in 1910, stretching 18 miles from Jacksonville to Atlantic Beach. Since Jan. 1, 1910, this county has expended on its roads over \$1,350,000 and another quarter of a million will be expended during 1913.

The financial statement for the year 1912 shows receipts and disbursements approximating a half million dollars for school and general purposes. The county school fund revenues increased from \$165,972.11 in 1911 to \$184,300.42 in 1912. The total school enrollment for the county is 10,201.

ON two sides, indeed it may almost be said on three sides of Jacksonville, stretches the great St. Johns River, which reaches, with its tributaries, 300 miles southward into the interior of the State, itself navigable for nearly 200 miles and one of the principal influences which give to the city its proud distinction as the most important port on the South Atlantic coast. Twenty-seven and five-tenths miles away is the bar which marks the mighty stream's junction with the ocean, where great jetties 16,000 and 13,000 feet in length, 1,600 feet apart, have been built of rock by the United States to secure and protect the channel to the deep water harbor at Jacksonville. Already the city has 24 feet of water at mean low tide and the general government has undertaken and made much progress toward deepening the entire channel to 30 feet. When this



City Hall and Engineering Building

project is completed, the entire river and harbor improvement from Jacksonville to the sea will have cost approximately \$7,000,000 and this will be the only port on the coast south of Norfolk where the larger ships will be able to enter or leave at any stages of the tide, the rise of which at Jacksonville is only about one foot.

Originally there was a depth of 9 or 10 feet of water over the bar at the mouth of the St. Johns, but the growth of the city requiring a deep water harbor, the improvement by jetties and a depth of 15 feet was undertaken in 1879. In 1904 the work of deepening the channel to 18 feet was completed, the public-spirited citizens of Duval County, impatient of government delay, having patriotically bonded themselves for \$300,000 to pay the bill. In 1907 the government had practically completed the 24-foot channel, but the marvelous expansion of Jacksonville's commerce was already demanding still deeper water and in 1910 the project was modified to obtain 30 feet and the work was begun.

While this improvement has been going on the commerce of the port has been expanding at a phenomenal rate, and though stupendous additions and extensions have been made to the dock, terminal and ware house facilities, they are still inadequate to keep pace with the growth, and Jacksonville herself has undertaken the construction of city docks, at a cost of \$1,500,000, to accommodate all comers. An illustration of the determination and enthusiasm with which a progressive citizenship has undertaken this big enterprise is found in the practically



Windsor Hotel—St. James Building

unanimous vote by which the bonds were authorized, and the contribution by the Board of Trade of \$7,000 to pay the expenses of the special session of the state legislature in October, 1912, at which the bill was passed empowering the city to own and operate docks and terminals. At the same time the State also granted to Jacksonville 200 acres of submerged land in St. Johns River suitable for the new docks, which will give a great impetus to coastwise and foreign commerce. The championship of this project by leading citizens and the people generally, with endorsement of U. S. engineers, assures its early completion, at which happy time Jacksonville will have placed herself in a position of still greater importance among the seaports of the world.

ON that May morning, nearly twelve years ago, when the people of Jacksonville gazed upon the ruins of their city and resolved to build it anew, they faced the greatest crisis in their history, and though they then could not have realized it, what seemed an overwhelming misfortune was in truth to be the spur and incentive to measures of progress then undreamed of. How gallantly they arose to the needs of that hour of disaster, how perseveringly they planned and labored, how loyally they stood by Jacksonville and one another, how hopefully they gazed into the future—are to be seen in the brilliant, dominant and beautiful city of today.

This dozen years of miraculous progression is told in simple and unsenti-



Gas Company Building—Y.M.C.A.

mental figures, but it was made possible by the energy, liberality and wisdom of the people, who proved their faith by works, and now the prosperity and momentum, confidence and inspiration gained during this period of trial and successful struggle are the forces which make sure and certain still brighter eras of even larger accomplishment.

Jacksonville proper covers almost exactly 10 square miles of land, of which about 2 1-4 square miles are in platted subdivisions outside the city limits. It is 30 minutes ride from one of the finest beaches on the Atlantic Coast, said to be the greatest speedway in the world. Tempered by ocean and gulf breezes, its annual mean temperature is 70 degrees, rarely reaching 100 degrees. The average for Spring is 71 degrees, for Summer 80 degrees, for Autumn 71 degrees, and for Winter 60 degrees. The average rainfall is 52 inches, mostly in Summer. These figures on climate, with others noted relative to the beauties and healthfulness of Florida, compel the admission that there was some method in the madness of one Ponce de Leon, who some time since hiked about this section in quest of the Fountain of Youth. Certainly, had nature decided to establish on earth such an institution, it would properly be found somewhere in Jacksonville's vicinity.

In placing the population of Jacksonville at 85,000, count is taken of the large and flourishing suburban districts outside the corporate limits, which have not been extended for many years, the prosperous town of South Jacksonville,



Masonic Temple, Board of Trade and Bisbee building.

and three years of natural growth since the census was taken in the Spring of 1910. Inside the corporate limits the population of 28,429 in 1900 exhibited a gain for the previous decade of 65.3 per cent. Within the same limits in 1910 the population of 57,699 evidenced a rate of gain for the last decade of 103 per cent. Sixty-five per cent. of this gain appears to have been made during the five-year period from 1905 to 1910, all of which indicates a gradually accelerating rate of increase. Conservative estimates by post office authorities place the population of Jacksonville's suburbs at 10,000, which, with equally conservative figures on the growth of the past three years, gives a total of 85,000.

No less an authority than the Governor has declared in a public statement that "Florida is one of the most healthful states in the Union, the death rate being less than that of any other state, and of any country in Europe." So far as Jacksonville is concerned, the figures bear out the statement fully. From the official report of the health board for 1912, it is ascertained that the total number of deaths for the year, white and colored and including non-residents, was 1,266. Deducting from this 230 non-residents, the total of deaths of residents, white and colored, is seen to be 1,036, a mortality rate for all classes of 1.47 per cent. based on the health board's estimate of 70,194 persons inside the corporate limits during that year. Eliminating the negroes, it is found that the mortality rate among the white residents, including deaths by violence, is a scant one



Looking North on Hogan Street—Riverside Bulkhead

per cent. Assuredly this is a wonderful testimonial of Jacksonville's healthfulness.

Even Mr. Taxpayer, who holds, the world over, a license to carry a grouch, has cause to congratulate himself on Jacksonville's growth, for the figures show that in 1910 the value of his property had gone upward 139 per cent. over 1900, and to-day it is 66 per cent. greater than in 1910. In 1900 the assessed value of real estate and personal property was \$13,653,160, in 1910 it was \$33,596,220 and in 1912 had reached \$55,834,260. Meanwhile the millage has decreased from 16.2 in 1903 and 17.1 in 1908 to 11.5 in 1912. The present assessed valuation represents about 50 per cent. of true values, which means that Jacksonville really has over \$110,000,000 of taxable property.

In banking circles, the city's expansion is shown in a truly startling fashion. The gain in banking business has been not only very large, but so regular and steady as to convince the most skeptical of the soundness which underlies the whole financial, commercial and industrial fabric, and may be accepted as a correct gauge of the measure of progress which is being made. Total bank clearances are reported by the Clearing House Association as follows: 1900—\$12,733,048; 1905—\$60,000,000; 1910—\$124,657,071; 1911—\$146,740,819; 1912—\$168,442,388. Here is a gain of \$22,000,000 a year since 1910, and the clearances for a single month at present are greater than for the entire year of 1900.

Jacksonville now has sixteen banking institutions of different classes, many



Armory — Bay Street — Confederate Monument.

of them owning and occupying new and costly fire-proof structures of the most modern type, and contributing very largely to the Wall-street aspect of the financial district. These banks have a combined capital and surplus exceeding \$6,000,000 and hold average deposits of more than \$20,000,000. Sound and conservative, yet liberal and loyal to the city and its business establishments, theirs is a record of which to be proud indeed.

In postoffice receipts since the Twentieth Century was ushered in, Jacksonville makes a gain that causes every city in the country to sit up and take notice. Post Office business, in its relation to urban growth, is everywhere taken as an infallible guide, and in comparison with the population is a true index to the firmness of the foundation upon which the industry and trade of any city are builded. Look at this:

For the year ending June 30, 1901, the receipts of the Jacksonville Post Office were \$95,594.61; 1905—\$157,989.82; 1910—\$400,615.95; 1911—\$453,679.74; 1912—\$506,248.45. While the city was gaining 103 per cent. in population during the decade ending in 1910, the post office business was gaining over 300 per cent. and in the past two years has gained over 26 per cent. That this increase is continuing day by day at the present time is proved by the fact that the receipts for the calendar year ending Dec. 31, 1912, were \$511,332.33. These figures are larger than those for Birmingham, Ala., which has 132,685 population. More



Southwest from Hemming Park

than eighty mails are handled in and out of Jacksonville daily and over 200 rural carriers and 100 railway postal clerks are paid at the local office.

Confronted with great quantities of new building material lining the streets in both business and residential sections, with the din of construction ever in the air, one is prepared for some large gains in building, but the official figures are nevertheless staggering. The record for new buildings since the fire of 1901 reaches the grand total of 13,059, valued at \$35,896,898. This is an annual average for the 12 years of 1,088 buildings, of an annual average value of \$2,991,408.

During 1912 the building permits granted covered 977 frame and 171 brick and stone buildings, a total of 1,148, which exceeds the twelve-year average by 60. The value of new buildings for 1912 was \$3,807,957, an increase of \$217,152 over 1911 and exceeding the twelve-year average by \$816,549. The value of frame buildings for the year was \$1,629,350, an average for each of \$1,667, and of brick and stone buildings \$2,178,607, an average for each of \$12,740. Counting 312 working days for the year, the building operations for 1912 amounted to \$12,205 for each day.

New buildings now actually under construction will exceed a total value of \$2,500,000, and it is the unreserved opinion of building authorities that 1913 will see a very large increase over any previous year in the city's history. The demand for new business blocks, offices and dwellings continues heavy and una-



Clark Building—Nolan Building.

bated. In building operations, Jacksonville's suburbs, which are not included in the foregoing record, are making even more rapid gains than the incorporated section of the city.

During the past five years activity in real estate has been continuous, with values steadily rising with the growth and expansion of the city. Showing the comparative progress in real estate transactions, is a gain of 61 per cent. in the five years in the number of warranty deeds recorded annually, which increased from 3,604 in 1908 to 5,828 in 1912.

New enterprises during the year numbered 114, the capital represented in the companies chartered being \$22,951,000, a gain of \$14,035,980 over 1911, to which should be added also \$440,000 of increased capital by old companies.

LYING on the opposite side of the St. Johns River, directly across from the business center of Jacksonville, is the rapidly growing town of South Jacksonville, a distinct and separate municipality, yet in reality a vital part of the parent city, and closer to it in time and distance than many of its suburban sections. A few years ago the town was merely a boat landing, now it is a thriving, prosperous community of 2,500 people, owning its own water works and electric plant, with artificial gas from Jacksonville, and all the conveniences of modern life.

With beautifully shaded streets, lined with giant live oaks and tropical



A Street in Residential District

foliage, perfect sanitation and low mortality rate, South Jacksonville, as a residential district, possesses every advantage of a large city, with none of the disadvantages. The business section is being rapidly developed and street paving improvements are well under way. The Bank of South Jacksonville occupies a new brick building and numerous new business blocks are under construction.

In manufacturing also South Jacksonville has many advantages, including desirable river front locations in touch with both rail and water transportation. Already located here are large establishments turning out fertilizers, brick and tile, gas engines, boats and ships. The rate of taxation is very low, and with every desirable condition of location and resource, South Jacksonville is certain to undergo unusual growth in the next few years.

JACKSONVILLE'S port record more than justifies every claim to supremacy on the South Atlantic Coast and gives the city a commanding position among the largest and most important seaports of the South. An authority on maritime affairs has said within a recent period: "The port and harbor of Jacksonville, Fla., are the most important to shipping on the South Atlantic Coast. This relative importance is likely, almost certain to be increased much within the next two years, and in a decade the port will be next to the two or three greatest on the entire Atlantic Coast of the United States."



Hebrew Temple—Modern Temple

This statement is fully sustained by the port record of 1912, which was the greatest in the history of the city. Many large cargoes are now being forwarded direct to foreign shores, one vessel drawing 23.5 feet of water steaming direct, during the year, to Rotterdam, with over 19,000 packages of naval stores and 3,350 tons of fertilizer, the single cargo valued at \$218,000. Large steam and sailing ships, drawing 23 to 24 feet of water, are continually clearing with heavy cargoes. The record of annual tonnage during the past eight years corroborates the large ratio of growth which Jacksonville exhibits in other directions. In 1905 the number of vessels was 884, tonnage 1,565,639. In 1912 the number of vessels was 3,435 and the tonnage had increased to 3,865,615, approximately two and one-half times that of 1905.

The lumber shipments in 1912 were 380,287,243 feet; in 1911 they aggregated 300,846,980 feet, thus showing a gain for 1912 of practically 80,000,000 feet.

The exports for 1912 were \$2,481,788, almost exactly double the imports of \$1,289,209. The amount of phosphate rock exported was 125,000 tons.

The rate of gain in the general business of the port is illustrated by the amount of miscellaneous freight received and forwarded, which increased from 419,376 tons in 1910 to 582,570 tons in 1912, or 39 per cent. in two years.

Among the articles of export are lumber, cotton, naval stores, phosphate,



Artesian Well and Springfield Park

grain, provisions, cotton seed oil, oil, fertilizers, coal, iron, steel, flour, marble, fruits, live stock, cigars and tobacco.

During 1912 large tanks for storage of fuel oil for steamers and creosote oil were completed and the new terminals of the Seaboard Air Line were placed in operation. Jacksonville has the largest ship-yard on the Atlantic Coast south of Newport News, with a floating dry dock to handle vessels up to 4500 tons. Both ship yard and dry dock are continuously congested with the building of new boats and repairs.

Industrially, Jacksonville has made rapid and permanent advancement during the past decade. Indeed, this city, as well as the entire State of Florida, has been undergoing regular and substantial growth in manufactures for many years, but it is only recently that this phase of progress has been given due attention.

By careful calculation and most conservative estimates, it is found that Jacksonville now has 175 or more factories and industrial establishments, employing about 4,500 wage-earners, not including proprietors, clerks and salesmen, and turning out annually a product valued at about \$14,000,000. Under the census figures of 1909, when some of the largest factories were not listed because located outside the corporate limits, the gain in number of establishments was 54 per cent. over 1899, in wage-earners, 60.6 per cent. and in value of products 273.6 per cent. During the



Some Fine Club Houses—Folks, Germania, Commercial, Seminole

same period the state of Florida gained 69 per cent. in number of establishments, 65 per cent. in number of wage earners and 113 per cent. in value of annual products, while the entire United States gained 29.4 per cent. in number of establishments, 40.4 per cent. in number of wage earners and 81.2 per cent. in value of annual products. These figures indicate that Florida and Jacksonville are undergoing a more rapid industrial growth than the country at large and point unerringly to still greater development along this line. Coal for fuel may be freighted to Jacksonville for \$1.25 per ton, and there exists here every condition of climate, geographical location and cheap transportation to stimulate progress in almost every line of manufacture. Illustrative of the great advantage to manufacturing establishments of a deep water frontage may be cited that fifteen large factories located on the St. Johns River between Cummer's point and Six Mile Creek are employing 1,244 wage-earners on a weekly pay-roll of \$12,725.

Among the products "made in Jacksonville" are:
Artificial Stone, Bags and Sacks, Bakers' Goods, Baking Powder, Barges, Barrels, Blank Books, Blue Prints, Boats, Boilers, Books, Brass Goods, Boxes and Packing Cases, Brass work, Brick (sand), Brick (clay), Brooms, Building materials, Buggies, Cabinet work, Cakes, Calendars, Carbonated Waters, Candy, Carriages, Cider, Cigars, Coffees, Composition, Capitals, Concrete and cement construction, Copper goods, Cottonseed meal, Cottonseed oil, Crackers, Electros,



Ferry Boat and Great Live Oak in South Jacksonville

Engravings, Excelsior, Fertilizers, Fibre, Flavoring extracts, Garden vases, Gas engines, Ginger ale, Harness, Interior and exterior woodwork, Ice, Jellies, Launches, Marble monuments, Mattresses, Mouldings, Ornamental Plaster Work, Paints, Palmetto Fibre, Patent Medicines, Perfumes, Preserves, Refrigerators, Rosin, Rosin Oils, Rubber Stamps, Scroll Work, Shingles, Soft Drinks, Spices, Spring Beds, Steamboats, Steel Tanks, Stencils, Stock Food, Store Fixtures, Syrups, Tile Paving, Trunks, Turpentine, Turpentine Stills, Wagons, Wood Turnings, Zinc Etchings.

Of the ninety or more firms engaged in the wholesale and jobbing business in Jacksonville, about one-third are wholesale grocers, which supply a territory holding more than one million population. The headquarters of the Southern States Wholesale Grocers' Association are located in this city, which indicates its importance as a distributing point for food-stuffs. Over 30 per cent. (\$10,000,000) of the world's supply of naval stores, according to the report for 1910, was produced in the "Jacksonville territory," making this the most important city in the naval stores industry in the world.



Boulevard to Atlantic Beach

IN its municipal operations and finances Jacksonville displays a progressive-ness, enterprise and wisdom which might well be taken as an example by larger, older and slower cities. In every direction of advancement the city is doing wonders, loyally sustained by a patriotic and liberal people. Evidence of the sound judgment and integrity with which its money has been spent may be found in the balance sheet published in 1912, from which it is learned that its assets exceed its total liabilities by \$5,476,586.

It owns a water works and an electric plant, the combined value of which is \$1,587,339; a fire department with property and equipment valued at \$278,367; police department property and equipment to the value of \$184,612; city hall and grounds worth \$500,000; parks worth \$1,508,600. The grand total of property actually owned is \$4,300,920.

It has 69 miles of paved streets, 145 miles of sidewalks, 96 miles of sewers and drains, 104 acres in 9 beautiful parks in various sections.

Its bonded indebtedness at the beginning of the year was \$2,118,000, to which \$250,000 has since been added to be expended for public improvements in 1913. Jacksonville has never defaulted or failed to pay its interest, and its finances are in such condition that its bonds sell readily at low interest and substantial premiums.

A glance at the city budget for 1912 shows that Jacksonville is expending annually on its general government \$81,000; on its police department \$153,000;



First Baptist Church—High School

on its fire department \$163,000; on its health department \$56,000; on its sewers and sewage disposal \$96,000; on its street cleaning and refuse disposal \$128,000; on its public lighting and general street expenses \$186,000; on charities and public library \$33,000; on its parks and public grounds \$52,000; interest and sinking fund \$122,000. The total budget is \$1,117,120, of which \$506,880 is estimated revenue and \$610,240 to be derived from taxation. Of the last issue of \$250,000 improvement bonds \$100,000 will be used for street paving, \$100,000 for water works and electric plant improvements, and \$50,000 for parks during 1913.

The city's fire department enrolls 90 men, in seven stations, with 15 pieces of apparatus, much of it motor-driven. The police force consists of 118 men in all departments, and both organizations are skilled and efficient.

IN capital invested, efficiency secured and service furnished by public utilities Jacksonville is notably fortunate, and the measure of prosperity enjoyed by these enterprises is further significant evidence of rapid general growth. The eight lines of railroads entering the city are embraced in the Atlantic Coast Line, Florida East Coast, Georgia Southern and Florida, Seaboard Air Line and Southern Railway systems. A belt line gives connections between all roads.

Ninety passenger trains regularly arrive and depart from the terminal sta-



Church of Immaculate Conception—St. John's Episcopal—First Christian Church.

tion, which is used by all roads, and in the rush season of winter travel this number is largely increased. In one day of 14 hours during January, 1913, 152 trains entered and left this station, handling 20,000 passengers. This was 20 per cent. the heaviest business ever handled by the roads here in the same length of time and is conclusive evidence of the steadily increasing tide to Florida, as well as the fact that the only proper way to get into the State is through the City of Jacksonville.

In yards, shops, docks, warehouses and terminals, the railroads are making extensions and improvements constantly and preparing as rapidly as possible for what all believe is to be a splendid era of continuous expansion for many years. It is estimated that railroad expenditures in the past few years for permanent improvements have averaged a million dollars a year.

The principal steamship companies now operating lines to and from Jacksonville are Clyde Steamship Company, Merchants & Miners Transportation Company and Southern Steamship Company. Steamers are operated to and from New York and Boston, via Charleston; Baltimore and Philadelphia, via Savannah, and on the St. Johns River to Sanford. Coastwise vessels are operated also between Jacksonville and Miami and lines to ports in Central and South America are projected. with great, world-famed companies knocking at the doors for admission as soon as the city docks are completed.



First Presbyterian, First Methodist and Congregational Churches

Jacksonville's water supply, pure and healthful, comes from 13 artesian wells about 1,000 feet in depth, and is one of the city's finest assets. The present consumption is 5,500,000 gallons daily, with capacity of 20,000,000 gallons. The plant has 78 miles of mains and extensions are being made almost as rapidly as pipe can be secured. A separate fire system, supplying a pressure of 175 pounds for fire purposes, is said to be the only one of the kind in the South. During the past year the number of services has increased from 8,200 to 10,000, a gain of 1,800, or 22 per cent.

The city electric plant is skillfully operated in a business-like way by the Board of Bond Trustees. A new generating station, a mile outside the city limits to allow for future growth, was completed, November 12, 1912, and, with other improvements, was placed in service at a cost of \$535,000. It has a capacity of 10,000 K. W., more than three times that of the old plant, and is equipped with modern turbine generators. The capacity of all distribution lines has been doubled during the year to keep pace with the rapidly increasing general demand for current for power and light.

The total motors supplied are 4,625 H. P. as against 2,165 H. P. one year ago, a gain of 2,460 H. P., more than doubling in the 12 months. The 6,784 meters in use show a gain of 1,419, or 29.4 per cent. in the past year. The total number of arc street lamps, 800, gained 200, or 33 1-3 per cent., in the same period.



Riverside Park.

Many streets are beautifully illuminated by the modern means of boulevard posts. Proof that Jacksonville is building for the future indeed is found in the fact that the municipality has undertaken to put all wires under ground at a cost of nearly a half million dollars and is now at work on the project.

The historian says that the first artificial gas works in Jacksonville was built on East Bay Street in 1859, and at one time the price was \$8 per 1,000 cubic feet, but the fact that chiefly concerns the gas consuming public of today is that they have a modern, enterprising and liberal company, giving satisfactory service in this necessary commodity at reasonable rates, for all the purposes for which gas may be used. The Jacksonville Gas Company has a plant with 2,000,000 cubic feet daily capacity, and is constantly making improvements and extensions to keep abreast of the Jacksonville times, swift-moving as they may be. This plant has a holder capacity of 800,000 cubic feet and its send-out in 1912 exceeded 300,000,000 feet. It maintains a force of employes on its regular payroll sufficient to meet every demand of public service, and from a wage-earners standpoint also is one of the principal industries of the city.

Its number of meters increased in 1912 from 7,064 to 8,782, a gain of 1,718. It has 461,897 feet of mains, nearly 90 miles, underlying the streets, and laid more than 10 miles during 1912.

The Jacksonville Traction Company operates 44 miles of electric street rail-



Group of Hotels—Burbridge .Everett, Aragon, Seminole.

road throughout the city and its various suburbs. It is carrying 15,000,000 passengers a year and steadily making extensions as they are needed. Confident of the city's continued growth, the company recently completed a costly new power station fully adequate for many years to come.

The Southern Bell Telephone and Telegraph Company is spending \$600,000 in 1913 in improvements and extensions of its service. It has outgrown the building erected five years ago, then deemed ample for ten years, and has begun work on a handsome ten-story building of re-enforced concrete. This company now has 9,000 subscribers in Jacksonville, a gain of 5,831 or 178 per cent. in the past five years.

Last year the Jacksonville Ferry and Land Company transported more than a million people across the St. Johns River to South Jacksonville and has just launched a fine new steel-hull boat to add to its equipment for meeting still greater requirements in future. The boats of this company make ten round trips across the river each hour.



Type of Jacksonville Residences

AN inquisitive person who might ask a Jacksonville citizen what makes the wheels go round would be referred immediately to the Board of Trade, and there, in figurative sense, he would find the answer to his query. Numbering in its membership more than 1,100 of Jacksonville's liveliest business and professional men, this organization is the strongest of its character in the South.

By unanimous consent, and most appropriately, it has been called the "Power House of Jacksonville." It was organized in 1884, incorporated in 1893. It is and has been one of the most powerful and effective forces in the city's development. It occupies a handsome building of its own, valued at \$175,000, has more than thirty live committees, and with its able and energetic officers, takes the lead in every undertaking for advancement.

Jacksonville is giving much attention to education and is spending large appropriations on the public schools. It now has sixteen school buildings and the plans for 1913 embrace three eight-room brick additions and one twelve-room new brick building. Two hundred and twenty-two teachers are employed and 8,207 pupils are enrolled. The value of school property owned by the Board of Public Instruction exceeds \$500,000. In addition, there are several schools occupying buildings not owned by the Board and the city directory of 1912 lists 15 private schools and colleges.



Gas Company Traction Company and Electric Light Plants.

The city is rich in beautiful and costly church edifices and in no way is the remarkable progress and uplift of the past dozen years more clearly shown than in religious and charitable activities. Forty white church organizations have 8,000 members and a Sunday School enrollment above the primary grade of 3,293. About the same number of colored church societies exist. In the past five years the city has undergone great development along this line, and a number of splendid new churches are being and will be erected in 1913.

The Y. M. C. A. building is a new fire-proof structure of modern type, valued at \$255,000. The money for its erection was contributed by the citizens of Jacksonville and it was opened in 1909. It has 900 senior and 300 junior members, with day and night schools, and every attraction and facility for entertaining and training young men and boys.

The public library, a beautiful structure, valued at \$65,000, was opened in 1905, since which time the number of volumes on its shelves has grown to 29,000, and its circulation to 135,000 in 1912, strong testimony to the educational trend of the people.

A half hundred hotels, some of them the finest in the South, care for the thousands of visitors, who come to Jacksonville, look, marvel, approve and come again. To these discriminating and observant tourists the city owes much, because they carry its name and fame to the world at large. Even the transient

population of Jacksonville grows with the city, necessitating constant increase of hotel facilities, and the year 1913 begins with a new ten-story structure in process or erection, with others to follow.

A splendid new hospital to cost \$300,000, the money for which has already been subscribed by the big-hearted citizens of Jacksonville, will be one of the notable additions of the near future. The city is already endowed with some sixteen hospitals, orphanages, homes and institutes.



A Slice of Business Section

Jacksonville has the offices of the State Boards of Health and Pharmacy and several foreign consulates.

It has the United States District Court, Customs House, Internal Revenue office, United States Marshal, Inspector of Steam Vessels, United States Engineers, Weather Bureau, Immigration Bureau and Life Saving Station.

It has two daily newspapers, the Times-Union, and Metropolis which are leaders in their respective fields in the South; Dixie and Floridian, weekly publications noteworthy for their power and influence, and many weekly and monthly class publications of national importance and wide circulation.

It has two telegraph companies and a commercial wireless station, and offices of 22 railroads.

It has scores of clubs, civic, fraternal and social organizations, theaters and amusements—all evincing the prosperity, enterprise, culture and sparkling life of an industrious, moral and happy people, tolerant and loyal, proud of their progress, confident of their strength and sure of their future. Of such is Jacksonville.

THUS the story might go on and on, to wearying length, and still truthfully recounting the details of sound though wonderful development, and analyzing the myriad influences which have brought it about. Within the circumscribed limits of a booklet such as this, however, only the general features of the city's growth and prospects may be touched upon and only the public and semi-public institutions described or illustrated. For a much more ambitious undertaking must be left the proper treatment of the great private industrial and commercial institutions, which constitute the firm foundation upon which the city's trade and material prosperity are based.

This souvenir publication is printed and distributed for no other purpose than that of presenting to the world a true story of this city's progress, past and present, and calling attention to the ever-broadening opportunities which it holds. In that spirit the booklet is presented to the people of Jacksonville, with apologies for the short-comings and omissions to which human frailty is prone, but with confidence in the conservatism of its statements and that no single phase of Jacksonville's recent notable expansion has been overdrawn or exaggerated.

JUDGING from the brilliancy of her past record and performances and observing the trend of events which are already inaugurating a period of Southern development hitherto unparalleled, the possibilities of Jacksonville's future assume gigantic proportions. The completion of the Panama canal, which brings to the very doors of South Atlantic ports the vast West coast of two continents, is turning the attention of the world to this great and still undeveloped section of the United States. Everywhere we find the same hopefulness and belief in the things that are to come out of Panama, and with her magnificent 30-foot harbor of well-nigh unbounded capacity, her unrestricted dock and terminal facilities, her railroads, her industries, her commerce, Jacksonville must ever hold a position of leadership among the seaports of the coast and gulf.

It is well said that "The day of destructive competition between railways and waterways is done, and the day of constructive co-operation has dawned," so that here, where the bands of shining steel, stretching throughout the most productive country on the globe, come down to the sea to join the forces of ocean commerce in extending the fame and influence of Jacksonville to the uttermost parts of the earth, the mind's eye sees in years to come the fabric of a city fully qualified to rank among the mightiest of the times.

January, 1913.

JOHN W. LANSLEY

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